

RESOLUTION NO. 101-2009

Adopted September 1, 2009

**AUTHORIZING A PERSONAL SERVICES CONTRACT WITH
THE CENTRAL MARKET COMMUNITY BENEFIT DISTRICT
IN AN AMOUNT NOT TO EXCEED \$150,000 TO IMPLEMENT A
COMMUNITY GUIDES PROGRAM ON SIXTH STREET AND
ADJACENT ALLEYWAYS TO PROVIDE SOCIAL SERVICE
OUTREACH AND ASSISTANCE TO BUSINESSES, RESIDENTS
AND VISITORS FOR A TERM OF ONE YEAR;
SOUTH OF MARKET REDEVELOPMENT PROJECT AREA**

BASIS FOR RESOLUTION

1. The Redevelopment Plan for the South of Market Redevelopment Project Area (“Redevelopment Plan”) was adopted in December 2005 as an amendment to the South of Market Earthquake Recovery Redevelopment Plan. The Redevelopment Plan includes among its goals to “create a business friendly environment” and “promote the distribution of information about [social and health] services to those living and working in the Project Area.” In addition, Section 33071 of the California Community Redevelopment Law (“CRL”) states that “a fundamental purpose of redevelopment is to provide an environment for the social, economic, and psychological growth and well-being of all citizens.”
2. Since 2003, the Redevelopment Agency of the City and County of San Francisco (“Agency”) has been implementing an economic development program in the South of Market Redevelopment Project Area (“Project Area”) that has resulted in the construction of new, widened sidewalks, new street lights, new street trees, and the creation of 20 new businesses on Sixth Street (the “Project Area Physical Improvements”). Conditions in the Project Area have improved significantly. However, the continued prevalence of homeless individuals in need of social services and the prevalence of drugs on Sixth Street has hindered further improvement of the Project Area.
3. In December 2008, the Central Market Community Benefit District (“Central Market CBD”) began a community guides program within its service area on Market Street between Fifth and Ninth Streets, immediately adjacent to the Project Area. Through a contract with MJM Management Group (“MJM”), the Central Market CBD provides uniformed social service outreach officers who patrol the area and help connect individuals with social services. The program has been welcomed by both businesses and residents and has improved conditions on Market Street.
4. The proposed personal services contract (“Contract”) with the Central Market CBD would provide funding for two full-time community guides who will walk the Sixth Street corridor and adjacent alleyways in the Project Area to improve

the perception of the area, help connect those in need with social services, and provide assistance to businesses, residents and visitors. The term of the Contract would be one year, after which Agency staff would assess the impact of the program and determine whether to recommend a new contract.

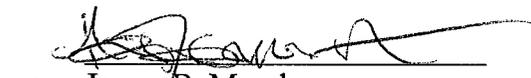
5. The proposed Contract providing for the presence of uniformed social service outreach officers who patrol the area and help connect individuals with social services or law enforcement as necessary will address the problems associated with persons engaging in activities that hinder the full development and preservation of existing and new businesses. These activities adversely affect the capital improvements that the Agency seeks to promote through its investments. This will also create a more conducive atmosphere for continued private investment in the improvement, modernization, reconstruction and rehabilitation of the Project Area as such activities are provided for in the definition of redevelopment pursuant to CRL section 33021. The Contract service providers will provide services that are expected to result in decreased crime, vandalism and other behaviors that discourage economic development, ultimately resulting in the promotion and preservation of the Project Area Physical Improvements, as well as assisting in the elimination of physical and economic blight as defined in CRL section 33031.
6. The Agency would contract with the Central Market CBD on a sole-source basis for the community guides program for several reasons. First, because the Central Market CBD operates in an area immediately adjacent to the Project Area, the dispatch services for the existing community guides on Market Street and the new community guides on Sixth Street can be combined, thus creating a more efficient administration of the program. Second, over the next several years, as funding in the Project Area begins to wind down, Agency staff will work with the Central Market CBD to expand the current community benefit district boundaries to include Sixth Street and other portions of the Project Area. Finally, Agency staff and the Central Market CBD have determined that MJM is uniquely qualified to provide the requested services. The Central Market CBD selected MJM after conducting a selection process in 2008.
7. The Contract permits the Central Market CBD to implement a community guides program on Sixth Street and adjacent alleyways. This activity would not independently result in a physical change in the environment, and is exempt from the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15061(b)(3).

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that the Executive Director is authorized to execute a Personal Services Contract with the Central Market Community Benefit District in an amount not to exceed \$150,000 to implement a community guides program on Sixth Street and adjacent alleyways to provide social service outreach and assistance to businesses,

residents and visitors for a term of one year in the South of Market Redevelopment Project Area, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:


James B. Morales
Agency General Counsel